

JAMAICA

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JAMAICA PROMOTES DESTINATION WEDDING & HONEYMOON OFFERINGS AT GEORGIA BRIDAL SHOW IN ATLANTA



Above: Jamaica Tourist Board Business Development Manager, Southeast USA Tamara Christie promotes Jamaica's wedding and honeymoon offerings to attendees at the Georgia Bridal Show at Cobb Galleria in Atlanta

ATLANTA, GA – March 19, 2021 – The Jamaica Tourist Board (JTB) is continuing its efforts to promote Jamaica as the ideal location for destination weddings, honeymoons and romance. The JTB participated in the recently held Georgia Bridal Show at Cobb Galleria in Atlanta to grow its market share in this lucrative niche market as signs of a potential recovery are on the horizon.

Tamara Christie, JTB's Business Development Manager, Southeast USA, provided updates to attendees about the existing travel protocols currently in place for travel to Jamaica. Among the resorts showcased at the event were Moon Palace Jamaica, Iberostar, Couples Resorts and Palladium Resorts. Patrons visiting the Jamaica Booth were treated to exciting giveaways and surprises. Jamaica also partnered with Honeymoon's Inc, a leading Jamaica Travel Specialist travel advisor to book trips to Jamaica for bridal show attendees.

The Georgia Bridal Show has been the premier bridal show in the South since 1990 and features national wedding brands, companies, wedding planners and is a one-stop-shopping event bringing together all the wedding professionals needed to design -a one-of-a-kind day. With the show's mission to showcase the best so brides can make their most desired dream wedding come true, Jamaica positioned herself as the dream wedding and honeymoon destination.

This in-market event follows closely on the heels of the Jamaica Tourist Board's launch of '*My Heart Beats JA*', a microsite featuring romantic activities and wedding ideas, to encourage travellers to visit Jamaica for all their romance desires. Content across the microsite is divided into three categories: romantic getaways, getting engaged and 'I do'. The site addresses consumer trends, including more intimate, private destination weddings, and options for romantic escapes.

For more information about destination weddings in Jamaica, please visit:

<https://www.visitjamaica.com/weddings-and-honeymoons/>

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

Last year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was named the Caribbean's Leading Destination for the fifteenth consecutive year as well as the Caribbean's Best Spa Destination and the Caribbean's Best MICE Destination. As well, Jamaica copped the WTA's World's Leading Wedding Destination, the World's Leading Cruise Destination and the World's Leading Family Destination. Additionally, Jamaica was awarded three gold 2020 Travvy Awards for Best Culinary Destination, Caribbean/ Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/ Bahamas. The Pacific Area Travel Writers Association (PATWA) named Jamaica the 2020 Destination of the Year for Sustainable Tourism. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at www.visitjamaica.com or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). View the JTB blog at www.islandbuzzjamaica.com.